



NetGalley Announces NetGalley.co.uk and NetGalley.jp; Evers now Assistant Director of NetGalley UK

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Newburyport, MA, USA, 11 October, 2017 —NetGalley, LLC, the company that provides publisher marketing services and secure, digital review copies to reviewers, media, librarians, booksellers and educators, today announced the launch of a new country-specific site for the United Kingdom, which will be live 25th October. Additionally, NetGalley.jp (which has been in beta release for several months in Japan) will have its official launch on 17th October, 2017.

NetGalley has long been established in the UK publishing community and the launch of NetGalley.co.uk on 25th October means it will have its own dedicated, UK-focused site for the first time. Furthermore, publishers will now be able to promote their titles on NetGalley sites around the world – including NetGalley.com, NetGalley.co.uk, NetGalley.fr, NetGalley.de, and NetGalley.jp.

As the new site launches, Stuart Evers is promoted to Assistant Director, NetGalley UK, overseeing all client acquisitions and marketing services for the UK platform. Evers continues to report to Kristina Radke, VP, Business Growth & Engagement for NetGalley.

“The UK is our fastest growing market, and we are thrilled to be able to provide their own dedicated site, while preserving their ability to promote to US influencers,” commented Fran Toolan, CEO of both NetGalley and Firebrand Technologies. “We are also pleased and excited that NetGalley.jp has now achieved enough momentum in Japan to warrant a full release.”

Evers notes, “Since joining NetGalley five years ago, I’ve been looking forward to a site specifically for UK influencers and publishers. The launch of co.uk will ensure members can discover the very best books in the UK, and publishers can promote their titles to the UK’s most important readers. It’s hugely exciting and I can’t wait for everyone to log in.”

“Stuart has been a key part of NetGalley’s success in the UK and has demonstrated unwavering enthusiasm and support for this market,” says Radke. “I look forward to continuing our work together to ensure NetGalley serves the needs of UK publishers and readers.”

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About NetGalley

NetGalley (www.netgalley.com) is an industry-standard service to help readers of influence discover and recommend new books to their audiences. NetGalley delivers secure, digital galleys to professional readers on behalf of over 300 publishers in North America, Australia, the UK, France and Germany, to help promote and market new books. NetGalley is part of Firebrand Technologies (www.firebrandtech.com), which provides leading software and services to help publishers achieve success.